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# **THE USE OF SOCIAL MEDIA FOR ELECTRONIC COMMERCE**

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## ABSTRACT

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| <p>The use of social networks as a sales process has guided the development of many organizations, as it has become central in the lives of the majority of people.</p> <p>My research focuses on the use of social media explosion by businesses to promote the growth of their revenues.</p> <p>I addressed in the following chapters: the relationship between social media and electronic commerce as a whole, the advantages and disadvantages of e-commerce sites which use social media to sell their products and services. In my study, the results are formulated more accurately and effectively through the use of qualitative methods.</p> <p>I examined the situation of the Amazon and AliExpress e-commerce website by the company manager's interview.</p> |                         |                              |
| <b>Key words</b><br>E-commerce, marketing strategy, social media  |                         |                              |

## **DEDICATION**

Thank you a million times over to my parents for their unwavering love and never-ending pride in their grown-up daughter. I adore you to death. It's because of you that I've gotten this far. Thank you for never losing faith in me. Thank you, mom, my trustee, my best friend, for your presence, listening and encouragement. Thank you, Dad, for your time and assistance, as well as your commitment to celebrating each of my small victories. Your courage and understanding, my friends, are unsurpassed. Given the gap of the past few months, I have never doubted that our relationship will remain unchanged. Finally, we'll be able to find each other.

Mr. Elkabbaj, as my director, you were able to inspire and reassure me in a way that no one else could. You have an uncanny ability to choose the appropriate terms, which has enabled me to exceed my own expectations. Peltoniemi, you are an exceptional educator. Thank you for your confidence in my skills, your willingness to answer my questions, and your curiosity in my research; thank you for your attentiveness, transparency, and enthusiasm, among other things. We have arrived!

Finally, a dedication to all those who took part in the research: you are the heart of this work. I don't know how to thank you so openly, so generously, so relevant for your time and sharing.

## **CONCEPTUAL DEFINITIONS**

**E-COMMERCE** : Electronic commerce

**ASC X12** : Accredited Standards Committee X12

**EDI** : Electronic Data Interchange

**B2B** : Business to business

**ABSTRACT**  
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## **1 INTRODUCTION**

The organization's e-commerce creation is now a common activity, with the goal of expanding its goods and services using the internet. Online sales, though, are a sector that demands real attention and accurate practice. Social networks have been an influential method to disseminate knowledge that can bring extra features to e-commerce. And we're already analyzing the optimal use of social networks for speedy development.

### **1.1 Research background and basis**

In recent years, information is increasingly moving by, and the manner in which information is disseminated affects the concept of life and indeed the use of it that raises challenges in the development of the business. Social networking not only serves the needs of people for contact, it also affects the way they receive data and affects the conduct of group consumption. Electronic advertising has now switched to a strategic model of development. E-business advertising campaigns are implemented on the basis of customer information obtained from social media as the basis of social e-commerce.

The purpose of this study is to evaluate, through a qualitative analysis, how businesses harness the potential of social media to sell their goods and services.

### **1.2 The thesis problematic**

This thesis examines in particular the development of companies by e-commerce and how social media are used through qualitative analysis in order to influence people's consumption. In a theory based and realistic context, our analysis takes place for firms specializing in the creation and advancement of e-commerce and the use of marketing social networking sites. So, detailed research will be presented on the impact and drawbacks of social media on e-commerce, which maybe helpful in future studies.

### 1.3 Conceptual framework of the research

The first chapter describes and presents its types of electronic commerce and a subsequent swot review that includes capabilities, limitations, risks and opportunities in the electronic trade to help readers learn about the subject of e-commerce. The second chapter defines the social network and the distinction between new and conventional social networking and analyzes ultimately the effect of the social network on customer decision-making.

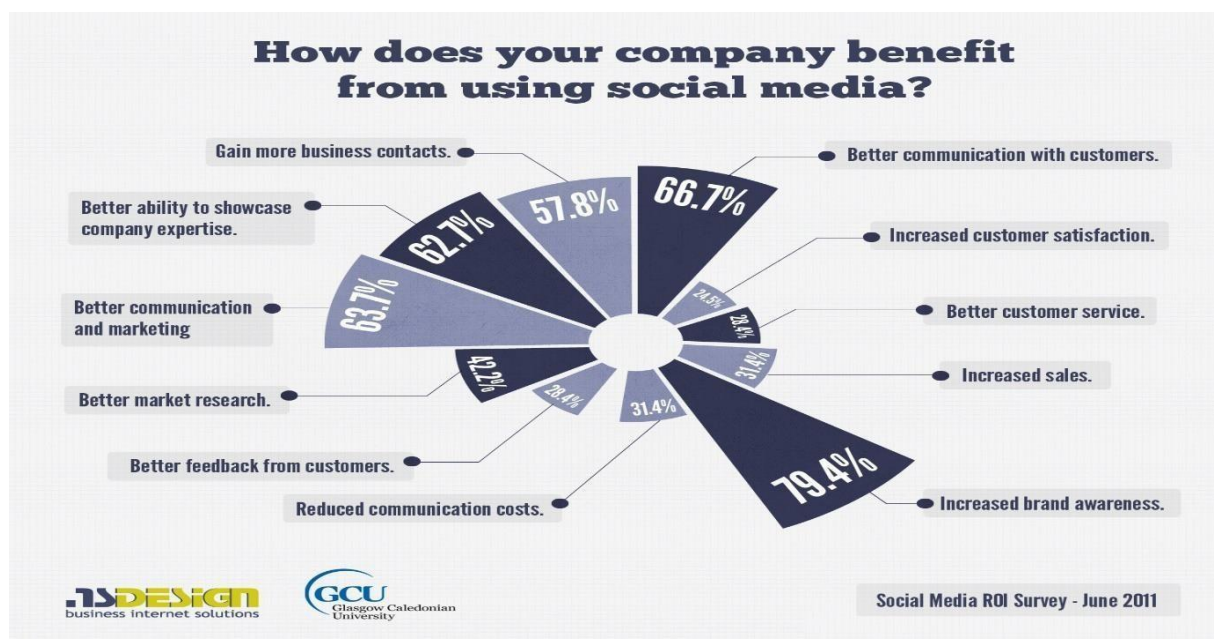


FIGURE 1. Process of the use of social media by the E-commerce (Wigand 1997a)

### 1.4 Current status of E-commerce using social media

More and more companies are realizing the value of using social media today. This indicates not only the company's "growth," but also its ability to engage with its actual consumers and customers, as well as attract new and prospective customers.

The interest in social media from a business stand point is understandable. Social media is used by nearly 80% of the world's population, and the amount of time spent on blogs, social networks, and location-based services has tripled.

The prospect of this trend shows clearly the benefits of the organization of e-commerce as it is seen as an opportunity of entering new markets and the cost for e-commerce stores is low as compared with conventional e-commerce stores to purchase products with more accurate details at all times comfortably.

As regards tomorrow's social networks, several analysts believe that their future is related to the growth of video content, advertisers-led development and new types of paid services. Social networking platforms to promote different brands will be created. Moreover, social networks will definitely pay users for their posts in the near future. Furthermore, social networks create systems which enable a single individual, via one service, to use all their accounts. As Facebook has done, including Instagram and WhatsApp, social networks can naturally establish marketing strategies, including actions, based on a number of targeting styles.

### **1.5 Boundaries and limitations of the research**

The focus of this analysis is a comparison of Moroccan companies Amazon and AliExpress. In several other fields, the business analyzed in our study was not able to represent the current condition of the same company. More than that, even the company's situation in other regions or countries will not be adequate to interpret this scenario.

### **1.6 Ethical issues**

Any confidential information from the practically questioned managers is the ethical issues pertaining to the research. During the research, we will not disclose any confidential information obtained from AliExpress and Amazon, but all information would be used only for search purposes. Data obtained will only be analysed for academic purposes, and not for other purposes. These questions will be discussed in accordance with a bachelor's thesis agreement.



## **2 CONCEPT AND CLASSIFICATIONS OF E-COMMERCE**

The rapid economic and social evolution in the world today is the development of information and communication technology and the serious path of global economic openness of liberalizing the trade in goods and services and the transfer of funding and labor among all countries on this world.

This will undoubtedly lead to intense competition between domestic and foreign products, whether on the domestic, regional, or international markets. This can be used in order to improve each country's competitiveness in terms of quality and price. This competition will have an impact on consumers both positively and negatively, necessitating an examination of market risks, especially in the long term.

There is no doubt that contemporary marketing thought emphasizes the importance of working to satisfy consumer desires by all available means. In fact, this includes businesses identifying these desires, translating them into goods and services, and ensuring the required level of satisfaction after the consumption or use of those goods and services that represent in the end, the achievement of these companies' economic goals and their continued presence on traditional and electronic markets. This, all while protecting the consumer as a cause and social responsibility of these companies if they want to grow and continue serving the society.

### **2.1 E-Commerce timeline**

It goes back to the 1960s and the 20th century, when some companies started to use EDI to share some business documents with other firms in 1979.

The U.S. National Institute has amended ASC X12 as a global standard for document-sharing on the Internet.

As the number of users involved in the exchange of documents increased during the 1980s and 1990s, there was a surge in the Amazon, eBay, which led to changes in the eBay industry. Consumers can now buy endless goods and services on the Internet. It doesn't matter if it's a store's website, a commercial app, or the official pages of social networking sites like Facebook and Twitter. (McQuiston 2012.)

## 2.2 The concept of e-commerce

The term "electronic commerce" refers to the international sale of products through the internet and the downloading of software without having to go to a store or a company. Furthermore, electronic commerce passes interactions between various businesses on a local or international scale in order to facilitate commercial exchange and increase its volume. In other words, e-commerce involves to use the Internet and World Wide Web in exchanging transactions of all sorts between different companies, focusing on using digital technology in commercial transactions between corporations and people. Some defined this as commercial transactions that are being carried out by individuals and agencies that are based on the processing and communication of digital data, including the voice and the image through open or closed networks such as the Internet, enabling access on open networks. (Ciaramitaro 2011.)



FIGURE 2. E-commerce transaction cycle (Wigand 1997b)

## 2.3 Characteristics of E-Commerce

E-commerce has many characteristics that make it different and distinct from traditional commerce in the following:

First, the absence of a direct relationship between the parties in commercial dealings, which means that in ordinary traditional trade, negotiations take place between the contracting parties in the agreement board on the details of the contract expected to be concluded between them (the sale contract). The

conclusion of the contract may take one or several sessions until the agreement is completed. All the necessary details, this except that in e-commerce contracts, there is no contract board in the traditional sense or commercial negotiations to agree on the terms of the contract, because the seller is in a place and the buyer is in another place this place may be thousands of miles away from him, and the timing may also differ between the two locations of the buyer and the seller, although they are in contact through computers or between sending and receiving the electronic message from the addressee, and this may result because of the messages not being downloaded from the Internet or the delay in sending them to disrupt the network. This may come to the point that the human element may be absent and disappear completely the devices communicate between them according to the programs prepared for them. Thing that is in some companies inventory and monitor the stock of a specific commodity and place new orders and tasks for the purchase by receiving purchase orders and their implementation and sending sales invoices without the intervention of the human element.

Then, comes the availability and presence of the electronic medium, that means the computer or laptop of each of the contracting parties connected to the international communication network that transmits the expression of will to each of the contracting parties at the same moment despite the distance of the place and the country in which they reside and often the message arrives at the same time to the address. However, if there is a malfunction in the network, the message may not arrive, communicate with an error, or is unreadable. Therefore, a number of companies such as the American Microsoft companies and some other companies in Europe and Japan have specialized in preparing programs compatible with computers in the fields of accounting, advertising, shopping, sales services and many more. Among other services that are not restricted, which led to the contribution to the speed of completion of work at the lowest possible cost and also made it easier for companies and individuals to switch from a sterile, routine office system to the use of computers and modern laptops in the completion of many commercial operations and tasks.

And last, we find the pace of computers and laptops in completing work and accounting systems that encourage the conduct of transactions and business operations facilitate the completion of work.

## **2.4 Classification of E-commerce**

Electronic commerce can be divided into three categories taking into account the role of parties in the commercial transaction. The first one is the direct business to consumers delivery, which takes place

between the producer or the distributor and the final consumer of goods, and the payment is made by credit card or digital account. The second is the trade between businesses, B2B, and trade among two companies in the corporate sector, where payment is often made through direct transfer, digital accounts or electronic banks, and the third type is intra business, which is also closed between businesses, but which is characterized by limited parts to be processed. (Bak & Ozlem, 1973.)

## **2.5 The basic function of E-commerce in the process trade**

The online transaction method is e-commerce. Both sides of the transaction collaborate to connect to the whole or part of the transaction to the Internet. New E-commerce trading practices have some basic roles in comparison to conventional trade activities such as the search for commercial items, the role to consult and negotiate, the payment and order role of the network and the control of transaction safety.

### **3 THE INFLUENCE OF SOCIAL MEDIA ON E-COMMERCE**

In this chapter, I gave a closer look at social media, followed by analysing the influence of social media on buying behaviour and finally the challenges and difficulties of using social media.

#### **3.1 Closer look at social media**

Social networks are websites that enable people with common interests to connect, exchange information, images, and videos, and use internet-based social media programs to communicate with friends, family, and coworkers for social, commercial, or both purposes.

#### **3.2 The influence of social media on buying behaviour**

The emergence of social networks (Facebook, Twitter, Instagram, etc;) on the Internet around the world has created a new place for interaction between people and institutions.

According to many researches, consumers are using digital technology to shop. Social media is one of the platforms that provide consumers with a means of communication with companies and shopping centers. Social media research revealed, 74% of people follow branding activity on social media and 96% interact with brands on social platforms.

Usually, companies use marketing strategies aimed at increasing their presence on social media and with a continuous presentation of their products and value, which helps in converting visitors into followers and then into buyers.

Companies are also working to attract followers and influence, through social media, to lead consumers' purchasing decisions. So, we find that our followers are familiar with the brand, enjoy sharing it, and are satisfied with its products. Companies also influence consumers by interacting with them on their brands or products and services, which adds depth to the relationships between business and consumers, and enables companies to establish a sense of trust with their audiences. As a result of the trust built through different social media platforms, most people are tempted to buy after seeing a post or ads on

social media.

Many companies adopt a strategy of promoting their products or brands by employing "social influencers", who have a large following on social media. With a large audience viewing these influencers' post every day, companies often target them to promote products. Basically, their content has a great influence on purchasing decisions.

Also, content or advertising on social media has the potential to spread faster than any other portal, in addition to having people behave in very specific ways that are positive for business owners. However, social media affects consumers of different ages and races, for example, it works well for most groups, but it is very effective especially with younger generations. (Rau 2013.)

### **3.3 The challenges and difficulties of using social media**

The development of the online store has faced many challenges and remains, not only in the Arab world and Middle East but also the development of electronic stores worldwide.

But many of these difficulties and obstacles have already been fundamentally resolved, some of which already exist and hinder much of the progress needed in electronic commerce. The following are a number of the most critical barriers and challenges facing online store growth and e-commerce in general:

We can start with the choice of the right product for online shop sales. One of the strongest obstacles and challenges that many business people face, who want to start their own eCommerce business, is to choose the right product to sell and earn the desired profit from their online shop. Therefore, it is a matter of major challenges and barriers to searching or finding the right products for online sale all over the world.

The problem here is not only to find a product that can be sold and promoted on the web shop but how a unique product can be obtained with many competitive advantages which make demand high and hence unprecedented profits.

Major global shopping sites, such as AliExpress and Amazon, containing a large range of different

items, shapes and classifications, have made finding specific products that can be easily sold in electronic shops challenging.

Moreover, what made it extremely difficult for retailer to buy unique products without the decision to make own products was the expansion of Chinese online shopping sites which became simple to handle and to produce their products in the fastest time.

Then, the identification of appropriate collaborators and professional technologies. In order for the online store to be competitive and efficient, it requires integration with several partners from other e-commerce operations in general such as electronic payments shipping, inventory, customer relations, electronic marketing and other e-commerce-integrated services and processes. The partners that the online shop cooperated with and who helped the store to fulfill its tasks and finally achieve its objectives have therefore to be chosen well.

Start with online storage designers providing the best technology to purchase and sell online, electronic payment gates and businesses, different specialist stock management systems and professional marketing agencies as well as 'CRM' programs and good shipping companies.

The online marketing process involves a whole range of other processes working integrated both inside and outside the online shop, from purchasing the goods to electronic payments to the various phases and procedures in which demand for the shop is passed by and ship to the customer's home. The e-commerce partners are often called partners.

In that respect, it should be noted that the online store's creation begins with the selection of an appropriate store design platform which helps you to be in the expert and needed shop type and which supports you with more features and services which will contribute to the achievement of success and the gain you need.

The failure to choose the right partners costs the online store a great deal and significantly impedes the achievement of its goals and tasks, as planned and necessary. (Kaplan & Haenlein 2010.)

Moreover, the target of consumer attraction. Any online retailer in general faces one of the most important challenges, which is to draw target buyers and consumers who are interested in what the online store provides and sells so that sales volumes are increased and profit rates are also increased.

Customers' buying preferences differ across the globe and vary. People no longer do the same shopping and getting their items, rather, they rely on the way to shopping on the internet.

For retailers and online stores in many countries around the world this made it very difficult to attract specific customers that increase demand for stores as necessary.

We therefore advise all retailers to work in a careful and scientific manner on marketing and promoting their shops, beginning with understanding where they are and how they can be attracted effectively without wasting their marketing budgets.

In addition to that, the online shop traffic. Increasing transactions in the online store need high traffic, meaning that the more buyers and users visit the store, the more traffic buy and sell, and the number of sales, the greater the profits.

However, generating good traffic in the shop is not a simple job, as it is one of the most significant challenges and problems faced by many online shop owners in various countries worldwide.

With the efficacy of digitally-based marketing to meet the target buyers, build brand awareness and increase the conversion rate to electronic stores and many other different marketing goals, online shop owners have started relying on all kinds and platforms of digital marketing in order to gain more on-going visits to their stores.

Perhaps one of the most relevant marketing channels to be used to reach consumers and generate high traffic on their shops by retailers and online shop owners, search engines, pay-per-click advertising, e-mail marketing, various social media, redirect announcements and other powerful means.

After that, the abandonment of the shopping cart. The term shopping cart abandonment is one of the worst terms in the world, and we are not exaggerating when we describe the most serious problems facing the online shop and menace to fail and close it. The term shopping carts abandonment is a term which is among the most dangerous.

This challenge faces not just shops, shopping centers and small electronic stores, it is also one of the world's most influential issues, which led e-commerce giants to work hard to recognize the causes of this problem and to find radical solutions



In fact, there have been numerous recommendations in the area of shopping cart abandonment in various online store companies around the world that serve as creative solutions for reducing their prices, and maybe the most important store shopping cart concept redesign, also ensure that errors or a long purchase form are not avoided. The checkout as guest choice and try to make it as short as possible. Only the most needed information with the fewest possible entry types (email, name, address and card number). In addition to the price calculator at the start of payment, studies have shown that the extra costs and delivery fees or taxes which they hadn't seen before are one of the most significant explanations why a shopper or consumer abandoned a cart at the final stage. And finally providing several solutions for live chat which have shown that cart drop rates are reduced.

Finally, the return and trade problems of products. The high return and exchange rates that consumers try to produce after they have already gotten the product constitute one of the most critical problems and challenges for the successful development of the online shop.

The consumer may therefore not be satisfied with the product or the existence of such defects, such as production defects, or product harm, and for other reasons, because of many reasons, but this causes several losses in the shop. The return and trade of the product leads to significant shipping losses, particularly where electronic shops provide their goods for free shipping.

And according to the idea that any problem has solutions, many solutions and suggestions in electronic stores can solve this challenge and problem and they are: the Development of a robust and transparent online store return policy, a knowledgeable customer support team can manage and address customer returns in a manner that eliminates them, multiple payment options and delivery options. And the creation straight forward storage policies in plain and simple language without using customer intimidating phrases and words.

## **4 RESEARCH METHODOLOGY**

In this chapter, I will introduce the empirical method chosen for this subject. Including the basic definition of two different methodologies, as well as the specific reasons and the possibility for the author to choose one.

The aim of this chapter is to enable readers to better understand the methods and means of collecting and processing information. And towards the end, a paragraph that tests the validity and reliability of the information collected.

### **4.1 The target group**

This study's target audience consisted of people who were interested in the study in some way. In particular we have been interested in senior researchers from the companies surveyed, since there are different fields of study in this area and different approaches to finding knowledge. Two people have been interviewed. One of the interviews was from a network of professionals and the other from my personal knowledge. We needed about 2 hours to collect all of the responses.

### **4.2 Research method and data collection**

One methodology, namely qualitative analysis, is used in the research methodology section of this article. This method has chosen to evaluate examples and data obtained from various aspects, to obtain more comprehensive and diverse results and to ensure that they are accurate and authentic.

Qualitative methods are research methods that are used to identify, explain and forecast phenomena in the form of unmeasurable variables using correlation and experimental methods. The method of correlation uses a correlation coefficient that measures the amount of changes between two variables and the value and significance of the relation. The experimental procedure that allows the most successful demonstration of the relationship of cause and effect and consists of an intervention to detect the variation of the presence or absence of one element.

The qualitative approach, that is a vast field of study, is used to find enplanements and patterns to convey an understanding of the world using various techniques of non structured data collection such as observation, surveys, interviews and records. Qualitative analysis is also used together in practical research and quantitative research. Researchers should use qualitative analysis to assess the phenomenon to be studied before beginning any other research. Researchers must also use qualitative research with quantitative research to assess the quantitative boundary of structural change and the causes of qualitative changes.

The questionnaire will be distributed via Facebook groups and will include a total of ten questions. The principal focus group of the survey are e-commerce consumers, who typically share their views and familiarity with online purchases. To make the whole questionnaire survey process more convenient, the survey questions would be different shapes, such as multiple-choice questions, degree questions, short answer questions, and so on.

Following that, I conducted two interviews with two managers from Amazon and AliExpress. The aim of this interview is to gather more specific details so that the final results can be analyzed and summarized. Due to the current pandemic, face-to-face interviews have been replaced by phone calls, but answers have not been affected.

### **4.3 Reliability and validity**

It is also important to assess the validity and reliability of our survey. Validity connects syntax and semantics. It is the property of a proposition to be interpreted by the model's "reality." A deduction scheme is right if all demonstrable propositions are true. Another way to assess study is to assess its reliability. When the outcomes of several search tests in the survey are similar and objective, the search has a high level of reliability (Creswell & Miller 2000.)

The questionnaire was circulated to a large number of users to ensure the effectiveness of our study. The questionnaire was advertised so that the users could reply randomly and easily. We chose managers from these companies for the interviews, implying that they would have more technical expertise and precision on the electronic commerce platform and its mode of activity at the study location.

## **5 ANALYSIS OF THE EMPIRICAL STUDY**

The main part of the practical section is presented in this chapter. This includes an introduction to the company, the work and training of the individual being interviewed, the analysis of management maintenance results, and the analysis of the statistical results from the platform user interview.

### **5.1 About Amazon and AliExpress**

Alibaba owns AliExpress, which is an online shopping service headquartered in China. Started in 2010, the company consists of small companies in China and elsewhere, including Singapore, offering goods to foreign online purchasers. It is Russia's most visited website for e-commerce and Brazil's tenth most popular website. (Cheung 2017.)

Amazon is a global American technology corporation focused on e-commerce, cloud computing, digital streaming and artificial intelligence in Seattle, Washington. Along with Google, Apple, Microsoft, and Facebook, it is one of the Big Five firms in the United States' information technology industry. The enterprise was called "one of the world's most important economic and cultural powers" as well as the most successful brand in the world. (Irwin 2017.)

### **5.2 Platform E-commerce Amazon and AliExpress**

Chinese e-commerce platform is AliExpress. In reality, the online shop serves as a gateway to China's consumer market worldwide. A multitude of items are sold at great prices. AliExpress is part of the AliBaba group, which was founded by Jack Ma, who Forbes named the richest man in China. All began in 1999 when english professor Jack Ma raised \$60,000 from the AliBaba investment fund. Initially based on the B2B segment, the platform was headed by China's trade fifteen years later with a market share of over 80%. This was made possible by the launch of subsidiaries such as Taobao and Tmall, but particularly by the launch of AliExpress in 2010. The bet to open the Chinese giant to the rest of the world has paid off. Today, the subsidiary accounts for more than 10% of its parent company's revenue and has drawn over 150 million active customers worldwide, with more than 9 million users in France. Their goal today, by opening physical stores, is to achieve a sustainable

presence in Europe's economy. These are eagerly expected to supplement the many benefits already provided by the e-commerce website. In Asia, AliExpress has a significant market share. But its global expansion leads it to failing international giants to build on it. Amazon is an American online retailer that predates the establishment of Alibaba and is perhaps its biggest competitor. Jeff Bezos' company, like AliExpress, has built a retail empire. It has already dominated a region where the Chinese giant is struggling: Europe, even though it does not provide a distribution service as comprehensive as its counterpart. (Houde, Newberr & Seim 2017.)

### **5.3 Data analysis of the interview**

The main part of this chapter is an analysis of the basic situation and the outcome of the whole interview. This interview includes 7 questions and 2 participants, including Mr Yassin Daoudi, AliExpress e-commerce manager, and Rim Yaccoubi, Amazon department head of human resources. I have been able to gain an insight into how e-commerce sites function and the use of social media by conducting an interview and a survey.

#### *1. What social media is primarily used by the company to promote the e-commerce platform?*

The first question aims to completely comprehend the business marketing networks and models for E-commerce platforms. The answers from the two interviewees were identical, according to the answers obtained. To date, Amazon and Aliexpress were primarily promoted through social networks such as Facebook, Instagram and Snapshat, initially also using traditional marketing strategies such as oral communication.

#### *2. Do social media networks make a significant contribution to the promotion of the electronic commerce platform?*

The second question aims to understand the favorable consequences of social media from Amazon and AliExpress management on the growth of platforms. The key points are identical, based on the answers obtained.

Currently, as businesses have taken in more promotional platforms but primarily promote social networks, including Facebook, Instagram Snapchat and twitter. In order to promote their e-commerce

sites, Amazon and AliExpress are both seeking to find new social network outlets.

*3. Is the use of social media for promotion complicated and challenging?*

The third question aims primarily to learn more about potential solutions to challenges in developing its e-commerce platform.

The purpose of promotion is to play an advertisement role according to the results of the survey. The e-commerce platform's manager suggested, among them, that older people aren't the major social network users.

*4. What were the most challenging challenges faced when operating and developing the e-commerce platform?*

The fourth question belongs to the in-depth reflection of the previous question. This is to further explore the obstacles that may be encountered while developing the e-commerce platform itself. According to the survey results, the responses of the two respondents were similar. The biggest difficulty for Amazon is the limitation of delivery areas, such as non-delivery to Africa.

*5. Compared to traditional online shopping platforms, what is the biggest advantage of Amazon and AliExpress?*

The fifth question seeks to learn more about the competition and advantages of Amazon and AliExpress company e-commerce sites in which consumers have faith. The survey results show that the interviewees primarily agree that its major advantages are the benefits of the Amazon and AliExpress brands, namely the exposure and reputation of the business. Second, an imaginable number of retail customers, namely a huge community of potential customers, is also one of their advantages.

*6. Is the company adjusting its platform based on feedback from these customers?*

The sixth issue is primarily about Amazon and Ali Express platform service customer ratings and related company changes. There are both positive and negative levels on the platform. Negative feedback was mostly based on after sales problems, such as delivery delays. To deal with further after sales issues, the companies have recruited a significant number of customer support teams.

*7. Many small and medium-sized enterprises already intend to promote their e-commerce using social media are there any recommendations for these businesses?*

The primary goal from the last question would be to analyze its useful business experience and suggestions through a company building an e-commerce site attempting to be using the social networking features. The research results indicate ordinary employees are far more likely to signal that new media distribution platforms including such TikTok and YouNow should be used frequently.

The members interviewed thought that companies should concentrate mostly on creating a complete E-Business Network work area, as well as the channel of communication should begin with easier and much more effective, cheaper methods, like the WhatsApp communications circle, to choose in that way. The aim is to be in a place to stop competition between both the general public e-commerce platforms on key social networking sites and also to reduce the risk to some extent.

## 6 CONCLUSION

From the empirical study of my subject, I find that the role of social networks in e-commerce is therefore of paramount importance. Indeed, an individual present on social networks can be considered a potential customer for a company. Today, billions of us use social media every day. And beyond a simple exchange of information, social media is becoming a huge mall where everyone can find almost everything. I can even consider social networks an option for business competitiveness. No need to move to buy or sell a product, except at the time of delivery. This is often the case if the contract includes home delivery.

Some e-merchants also deliver goods to points previously indicated. Commercial transactions are then carried out on the Internet via various terminals such as connected computers, smartphones, tablets or TVs. Implementing a business strategy that includes the use of social networks or social media in e-commerce is becoming common practice in e-commerce.

In addition, the cost of implementing a modern marketing strategy is significantly cheaper. The result is that however promising compared to that with the classic strategy. As a result, the ROI or Return on Investment is measurable at all stages of the actions carried out. This is a real advantage because it then makes it possible to correct certain actions or optimize what has been learned.

The analysis of this theory consists principally of two parts, the first part of the set and the fundamental theoretical investigation, and the second part of the empirical study. The theoretical aspect comprises primarily both e-commerce and social media, and the author has also carried out detailed investigation into the relationship between the two and how one has a positive effect on the other.

The study of the e-commerce platform analyzed by the companies in particular is empirical learning. In this step of the project, I used the interview method for two Amazon and AliExpress managers to gather information. The accuracy and reliability of the research findings of this article are shown by the authoritative official papers, books and periodicals.



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## **APPENDIX**

### **Interview questions**

*What social media is primarily used by the company to promote the e-commerce platform?*

*Do social media networks make a significant contribution to the promotion of the electronic commerce platform?*

*Is the use of social media for promotion complicated and challenging?*

*What were the most challenging challenges faced when operating and developing the e-commerce platform?*

*Compared to traditional online shopping platforms, what is the biggest advantage of Amazon and AliExpress?*

*Is the company adjusting its platform based on feedback from these customers?*

*Many small and medium-sized enterprises already intend to promote their e-commerce using social media. Are there any recommendations for these businesses?*